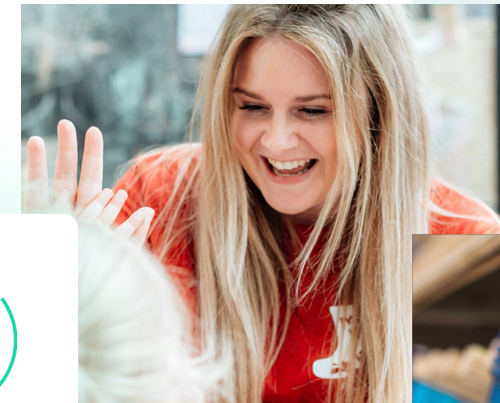




How do you track happiness scores for teams that don't work at a desk?

**CLIENT STORY:
MUDDY BOOTS**

[FRIDAYPULSE.COM](https://fridaypulse.com)





INTRODUCTION

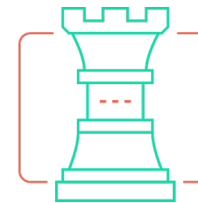
Muddy Boots always believed that the key to happy children in the nurseries (and happy parents) is to have happy staff. To that end, they had tried several different ways to keep their people happy — rewards, incentives, and open conversations. But while they felt like they were progressing, they had no real way of telling — especially when their teams were always up and about looking after the children.

In short, they needed a way to measure their people's happiness levels and a way to facilitate conversations. It was important that their solution wasn't just a place to dump complaints.

That's when they found Friday Pulse.

Even though the teams at Muddy Boots are not desk-based, their focus on happiness at work allowed them to put systems in place to ensure people had time to participate, and quick, weekly results conversations were introduced.

The impact of Friday Pulse was immediate because leadership communicated effectively that the platform wasn't about invasive monitoring, they got high participation right from the beginning. Within weeks, morale was higher than ever and they were able to sort out any frustrations before they could fester.



The Business Challenge

TRACKING HAPPINESS IN A
WORK ENVIRONMENT WITH
PEOPLE THAT DON'T SPEND
THEIR DAYS AT A DESK.



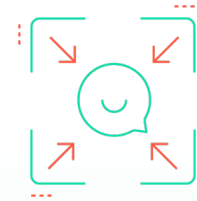


| CLIENT STORY: MUDDY BOOTS



Our Solution

- Our Culture Profile performed a deep analysis of the culture at Muddy Boots and identified areas that needed more support.
- The ability to share Celebrations, Thanks-Yous, Frustrations and Ideas created opportunities for collaboration and bonding.
- Friday Pulse's customizable scheduling and ease-of-use with mobile options matched Muddy Boots' need for flexibility, allowing the team to do the pulse check while on the go.



Impact

- ✓ | One area for improvement was appreciation. After Friday Pulse helped identify this opportunity, everyone made consistent efforts in showing gratitude, which then increased happiness scores.
- ✓ | As a mentoring tool, Friday Pulse helped team leaders foster conversations outside of childcare. The weekly check-in helps teams turn frustrations into solutions.
- ✓ | Using the platform's intuitive data visualization, Muddy Boots can see peaks and troughs in happiness and learn how to ensure more consistent happiness.
- ✓ | Friday Pulse has built on an existing sense that the Muddy Boots' leadership takes care of their people, which in turn has helped team members use the platform consistently and successfully.



| CLIENT STORY: MUDDY BOOTS



Matt Allton

MARKETING & SALES COORDINATOR

“ We’re over the moon with Friday Pulse.

It has helped empirically inform us how happy our teams actually are. **We no longer have to hope that our ever-expanding teams are happy and love working for Muddy Boots... we now know exactly how happy they are, and have given our leaders and the team throughout the organization the tools, clarity and ability to strengthen happiness and wellbeing.**

We now know we are well on track and confident of achieving our goal of having one of the happiest teams in our industry



Friday, don't leave it another day

**Book a demo to see how your organization
can benefit from measuring and improving
happiness – the ultimate people KPI.**

HELLO@FRIDAYPULSE.COM →

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